



RECEIVED
CENTRAL FAX CENTER
APR 07 2005

Intellectual Property Law Group

Verizon Corporate Services Group Inc

600 Hidden Ridge Drive
Irving, Texas 75038
MailCode HQE03H14
Phone: 972/718-4800
Fax: 972/718-3946
E mail:
christian.andersen@verizon.com

To: U.S. Patent and Trademark Office – From: Christian R. Andersen
MAIL STOP: AMENDMENT
Examiner: D. CHAMPAGNE
Group Art Unit: 3622
Sr. Paralegal – Intellectual Property

Fax:	703-872-9306	Pages with Cover:	12
------	--------------	-------------------	----

FORMAL SUBMISSION OF:

- 1) Amendment and Response
Under 37 C.F.R. § 1.111.

Title:	TARGETED BANNER ADVERTISEMENTS
Serial No.	09/282,764
Filing Date:	March 31, 1999
First Named Inventor:	Jay PONTE
Atty. No.	99-808 RCE 3

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the above-referenced documents are facsimile transmitted to the Patent and Trademark Office on the date shown below:

Christian R. Andersen

Date of Transmission: April 7, 2005

APR 07 2005

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office, facsimile no. (703) 872-9308, on the date shown below.

Dated: April 7, 2005 Signature: 
(Christian R. Andersen)

Docket No.: 99-808 RCE3
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jay Ponte et al.

Application No.: 09/282,764

Art Unit: 3622

Filed: March 31, 1999

Examiner: D. Champagne

For: TARGETED BANNER ADVERTISEMENTS

AMENDMENT AND RESPONSE UNDER 37 C.F.R. § 1.111

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated January 7, 2005, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.